

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 1

**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	26025	11682	14343	1675	3043	3782	4517	4817	8131	8564	5275	3698	7267	5004	6791	969	3364	785
Weighted base	26025	12732	13293	3087	4435	4596	4542	3880	5425	4951	7405	5348	7100	4451	6707	1023	3540	907
Certain to vote	(10) 12580	6319	6261	766	1469	2053	2360	2411	3478	2854	3585	2340	3285	2830	3845	525	2076	445
	48%	50%	47%	25%	33%	45%	52%	62%	64%	58%	48%	44%	46%	64%	57%	51%	59%	49%
	(9) 1378	688	690	126	259	267	249	192	282	320	456	236	318	331	390	75	185	43
	5%	5%	5%	4%	6%	6%	5%	5%	5%	6%	6%	4%	4%	7%	6%	7%	5%	5%
	(8) 2351	1110	1241	353	440	445	438	284	387	455	696	475	610	419	726	141	350	79
	9%	9%	9%	11%	10%	10%	10%	7%	7%	9%	9%	9%	9%	9%	11%	14%	10%	9%
	(7) 1361	698	663	288	327	214	201	134	196	247	424	281	331	264	416	67	185	56
	5%	5%	5%	9%	7%	5%	4%	3%	4%	5%	6%	5%	5%	6%	6%	7%	5%	6%
	(6) 844	419	425	190	175	157	126	83	112	134	265	199	199	137	252	51	123	47
	3%	3%	3%	6%	4%	3%	3%	2%	2%	3%	4%	4%	3%	3%	4%	5%	3%	5%
	(5) 2316	990	1325	367	528	476	385	246	309	306	616	585	674	274	632	90	366	100
	9%	8%	10%	12%	12%	10%	8%	6%	6%	6%	8%	11%	9%	6%	9%	9%	10%	11%
	(4) 520	211	309	144	124	91	67	49	45	76	161	110	147	66	140	29	66	36
	2%	2%	2%	5%	3%	2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	3%	2%	4%
	(3) 747	363	384	191	191	145	91	60	70	125	218	197	180	85	197	28	117	50
	3%	3%	3%	6%	4%	3%	2%	2%	1%	3%	3%	4%	3%	2%	3%	3%	3%	6%
	(2) 496	245	252	87	119	113	73	47	55	83	117	120	153	44	111	17	73	51
	2%	2%	2%	3%	3%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	6%
Definitely would not vote	(1) 3291	1635	1655	563	785	619	534	363	425	339	848	786	1132	-	-	-	-	-
	13%	13%	12%	18%	18%	13%	12%	9%	8%	7%	11%	15%	16%	-	-	-	-	-
Refused	22	8	13	-	4	4	4	*	9	7	2	1	7	-	-	-	-	-
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	-	-	-	-
Don't know	119	45	74	11	13	13	14	10	57	4	15	18	63	-	-	-	-	-
	*	*	1%	*	*	*	*	*	1%	*	*	*	1%	-	-	-	-	-
Mean	7.41	7.47	7.35	6.01	6.48	7.20	7.66	8.17	8.38	8.16	7.52	7.03	7.12	8.83	8.46	8.32	8.43	7.76
Standard deviation	3.26	3.26	3.25	3.29	3.40	3.31	3.17	2.97	2.80	2.81	3.16	3.37	3.44	1.94	2.21	2.19	2.28	2.69

**Conservative/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 18th May 2014**

Absolutes/col percents

Table 1

**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?**

**Base: All respondents**

	Total	Gender		Age					SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Weighted base	26025	12732	13293	3087	4435	4596	4542	3880	5425	4951	7405	5348	7100	4451	6707	1023	3540	907
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.04	0.03	0.03	0.04	0.06	0.04	0.03	0.03	0.07	0.04	0.10

## Conservative/Labour Marginal Constituencies

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**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?**

**Base: All respondents**

	Total	Vote Type							2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem	Con	Lab
Unweighted base	26025	985	379	3642	2483	512	194	524	6451	6494	2176	14006	12019
Weighted base	26025	898	383	3032	3020	587	191	551	5581	5632	2384	13784	12241
Certain to vote	(10) 12580	685	231	2292	1144	376	120	358	3908	3809	1401	6695	5885
	48%	76%	60%	76%	38%	64%	63%	65%	70%	68%	59%	49%	48%
	(9) 1378	49	21	238	178	54	20	44	392	312	187	743	634
	5%	5%	6%	8%	6%	9%	10%	8%	7%	6%	8%	5%	5%
	(8) 2351	62	41	236	421	68	11	68	462	494	298	1237	1114
	9%	7%	11%	8%	14%	12%	6%	12%	8%	9%	13%	9%	9%
	(7) 1361	26	22	105	270	18	22	34	211	248	145	712	649
	5%	3%	6%	3%	9%	3%	12%	6%	4%	4%	6%	5%	5%
	(6) 844	13	13	46	186	20	5	12	106	115	70	483	361
	3%	1%	3%	2%	6%	3%	3%	2%	2%	2%	3%	4%	3%
	(5) 2316	36	36	85	454	34	6	19	265	342	130	1245	1070
	9%	4%	9%	3%	15%	6%	3%	4%	5%	6%	5%	9%	9%
	(4) 520	4	7	12	106	7	3	6	37	62	29	285	236
	2%	*	2%	*	4%	1%	1%	1%	1%	1%	1%	2%	2%
	(3) 747	16	9	13	171	6	3	7	60	54	36	425	323
	3%	2%	2%	*	6%	1%	2%	1%	1%	1%	1%	3%	3%
	(2) 496	6	3	5	91	4	-	2	33	50	27	259	237
	2%	1%	1%	*	3%	1%	-	*	1%	1%	1%	2%	2%
Definitely would not vote	(1) 3291	-	-	-	-	-	-	-	93	127	59	1622	1669
	13%	-	-	-	-	-	-	-	2%	2%	2%	12%	14%
Refused	22	-	-	-	-	-	-	-	2	3	1	11	10
	*	-	-	-	-	-	-	-	*	*	*	*	*
Don't know	119	-	-	-	-	-	-	-	12	15	2	67	52
	*	-	-	-	-	-	-	-	*	*	*	*	*
Mean	7.41	9.25	8.62	9.39	7.55	8.96	8.95	9.04	9.02	8.84	8.61	7.46	7.36
Standard deviation	3.26	1.67	2.07	1.32	2.47	1.77	1.71	1.65	1.94	2.14	2.22	3.21	3.30

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**Base: All respondents**

	Total	Vote Type							2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem	Con	Lab
Weighted base	26025	898	383	3032	3020	587	191	551	5581	5632	2384	13784	12241
Standard error	0.02	0.05	0.11	0.02	0.05	0.08	0.12	0.07	0.02	0.03	0.05	0.03	0.03

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 2

**Q.2 If there was a general election tomorrow, which party would you vote for?****Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	26025	11682	14343	1675	3043	3782	4517	4817	8131	8564	5275	3698	7267	5004	6791	969	3364	785
Weighted base	26025	12732	13293	3087	4435	4596	4542	3880	5425	4951	7405	5348	7100	4451	6707	1023	3540	907
Conservative	4451	2247	2204	364	599	739	756	738	1247	1214	1379	810	909	4451	-	-	-	-
	17%	18%	17%	12%	14%	16%	17%	19%	23%	25%	19%	15%	13%	100%	-	-	-	-
Labour	6707	3184	3523	977	1212	1229	1142	963	1179	1316	1949	1207	1975	-	6707	-	-	-
	26%	25%	27%	32%	27%	27%	25%	25%	22%	27%	26%	23%	28%	-	100%	-	-	-
Liberal Democrat	1023	458	565	129	226	194	157	141	176	266	319	171	233	-	-	1023	-	-
	4%	4%	4%	4%	5%	4%	3%	4%	3%	5%	4%	3%	3%	-	-	100%	-	-
The UK Independence Party (UKIP)	3540	2204	1336	318	496	574	679	656	811	509	950	949	1013	-	-	-	3540	-
	14%	17%	10%	10%	11%	12%	15%	17%	15%	10%	13%	18%	14%	-	-	-	100%	-
Plaid Cymru	52	27	25	7	18	8	5	9	6	16	12	13	8	-	-	-	-	52
	*	*	*	*	*	*	*	*	*	*	*	*	*	-	-	-	-	6%
The Green Party	502	249	253	62	117	127	90	53	51	129	158	89	104	-	-	-	-	502
	2%	2%	2%	2%	3%	3%	2%	1%	1%	3%	2%	2%	1%	-	-	-	-	55%
The British National Party (BNP)	164	106	58	21	47	37	41	10	8	10	32	72	45	-	-	-	-	164
	1%	1%	*	1%	1%	1%	1%	*	*	*	*	1%	1%	-	-	-	-	18%
Some other party	189	123	66	26	31	38	39	28	27	31	57	42	50	-	-	-	-	189
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	21%
Would not vote	3291	1635	1655	563	785	619	534	363	425	339	848	786	1132	-	-	-	-	-
	13%	13%	12%	18%	18%	13%	12%	9%	8%	7%	11%	15%	16%	-	-	-	-	-
Refused	1710	740	969	70	130	219	315	289	665	328	439	266	484	-	-	-	-	-
	7%	6%	7%	2%	3%	5%	7%	7%	12%	7%	6%	5%	7%	-	-	-	-	-
Don't know	4397	1757	2639	549	774	810	785	630	830	792	1262	944	1147	-	-	-	-	-
	17%	14%	20%	18%	17%	18%	17%	16%	15%	16%	17%	18%	16%	-	-	-	-	-

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**Q.2 If there was a general election tomorrow, which party would you vote for?****Base: All respondents**

	Total	Vote Type							2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem	Con	Lab
Unweighted base	26025	985	379	3642	2483	512	194	524	6451	6494	2176	14006	12019
Weighted base	26025	898	383	3032	3020	587	191	551	5581	5632	2384	13784	12241
Conservative	4451 17%	-	-	3032 100%	-	-	191 100%	-	3032 54%	188 3%	191 8%	2571 19%	1880 15%
Labour	6707 26%	-	320 84%	-	3020 100%	587 100%	-	-	320 6%	3687 65%	587 25%	3528 26%	3179 26%
Liberal Democrat	1023 4%	-	63 16%	-	-	-	-	551 100%	63 1%	74 1%	551 23%	497 4%	525 4%
The UK Independence Party (UKIP)	3540 14%	898 100%	-	-	-	-	-	-	898 16%	552 10%	283 12%	1798 13%	1742 14%
Plaid Cymru	52 *	-	-	-	-	-	-	-	4 *	8 *	6 *	52 *	-
The Green Party	502 2%	-	-	-	-	-	-	-	45 1%	80 1%	115 5%	242 2%	261 2%
The British National Party (BNP)	164 1%	-	-	-	-	-	-	-	6 *	19 *	6 *	73 1%	91 1%
Some other party	189 1%	-	-	-	-	-	-	-	37 1%	23 *	15 1%	83 1%	106 1%
Would not vote	3291 13%	-	-	-	-	-	-	-	93 2%	127 2%	59 2%	1622 12%	1669 14%
Refused	1710 7%	-	-	-	-	-	-	-	222 4%	169 3%	70 3%	906 7%	804 7%
Don't know	4397 17%	-	-	-	-	-	-	-	861 15%	705 13%	499 21%	2413 18%	1984 16%

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 3

**Q.2 If there was a general election tomorrow, which party would you vote for?**

**Base: All respondents expressing an intention to vote (Turnout Weighted)**

**This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote**

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Gender		Age							SEG				Voting Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	12217	5912	6305	562	1175	1683	2143	2537	4099	4576	2484	1615	3158	3795	4911	673	2358	481
Weighted base	11417	5955	5463	984	1639	1966	2097	2001	2714	2575	3341	2193	2932	3258	4554	675	2395	535
Conservative	3258	1662	1596	206	373	530	563	584	995	921	1017	565	660	3258	-	-	-	-
	29%	28%	29%	21%	23%	27%	27%	29%	37%	36%	30%	26%	22%	100%	-	-	-	-
Labour	4554	2197	2357	499	734	823	832	747	914	989	1325	769	1306	-	4554	-	-	-
	40%	37%	43%	51%	45%	42%	40%	37%	34%	38%	40%	35%	45%	-	100%	-	-	-
Liberal Democrat	675	306	369	70	127	134	105	109	130	196	201	108	148	-	-	675	-	-
	6%	5%	7%	7%	8%	7%	5%	5%	5%	8%	6%	5%	5%	-	-	100%	-	-
The UK Independence Party (UKIP)	2395	1500	895	151	289	360	486	496	610	354	637	635	699	-	-	-	2395	-
	21%	25%	16%	15%	18%	18%	23%	25%	22%	14%	19%	29%	24%	-	-	-	100%	-
Plaid Cymru	31	14	16	3	6	5	4	8	5	11	8	5	4	-	-	-	-	31
	*	*	*	*	*	*	*	*	*	*	*	*	*	-	-	-	-	6%
The Green Party	299	143	156	30	72	70	55	34	37	81	96	49	59	-	-	-	-	299
	3%	2%	3%	3%	4%	4%	3%	2%	1%	3%	3%	2%	2%	-	-	-	-	56%
The British National Party (BNP)	97	66	31	12	24	21	26	7	6	6	22	38	26	-	-	-	-	97
	1%	1%	1%	1%	1%	1%	1%	*	*	*	1%	2%	1%	-	-	-	-	18%
Some other party	109	66	42	13	14	23	26	16	17	16	33	25	30	-	-	-	-	109
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	20%

## Conservative/Labour Marginal Constituencies

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Absolutes/col percents

Table 3

**Q.2 If there was a general election tomorrow, which party would you vote for?**

**Base: All respondents expressing an intention to vote (Turnout Weighted)**

**This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote**

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Total	Vote Type							2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem	Con	Lab
Unweighted base	12217	789	273	2992	1445	394	148	411	4109	4240	1212	6569	5648
Weighted base	11417	714	268	2469	1661	441	143	421	3509	3584	1302	6060	5358
Conservative	3258 29%	-	-	2469 100%	-	-	143 100%	-	2469 70%	138 4%	143 11%	1860 31%	1398 26%
Labour	4554 40%	-	222 83%	-	1661 100%	441 100%	-	-	222 6%	2893 81%	441 34%	2381 39%	2173 41%
Liberal Democrat	675 6%	-	46 17%	-	-	-	-	421 100%	46 1%	48 1%	421 32%	327 5%	348 6%
The UK Independence Party (UKIP)	2395 21%	714 100%	-	-	-	-	-	-	714 20%	416 12%	201 15%	1225 20%	1170 22%
Plaid Cymru	31 *	-	-	-	-	-	-	-	2 *	6 *	3 *	31 1%	-
The Green Party	299 3%	-	-	-	-	-	-	-	30 1%	51 1%	79 6%	147 2%	152 3%
The British National Party (BNP)	97 1%	-	-	-	-	-	-	-	4 *	14 *	4 *	43 1%	54 1%
Some other party	109 1%	-	-	-	-	-	-	-	22 1%	18 1%	9 1%	46 1%	63 1%



**Conservative/Labour Marginal Constituencies**  
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Col percents

Table 4

**Voting Intention (Turnout Weighted)**

**This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections**

	<u>Total</u>
Conservative	30%
Labour	40%
Liberal Democrat	7%
UKIP	20%
Other	4%

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 5

**Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	26025	11682	14343	1675	3043	3782	4517	4817	8131	8564	5275	3698	7267	5004	6791	969	3364	785
Weighted base	26025	12732	13293	3087	4435	4596	4542	3880	5425	4951	7405	5348	7100	4451	6707	1023	3540	907
Conservative	4635 18%	2354 18%	2281 17%	387 13%	614 14%	722 16%	807 18%	757 20%	1341 25%	1243 25%	1400 19%	834 16%	1003 14%	3749 84%	110 2%	60 6%	202 6%	40 4%
Labour	7301 28%	3466 27%	3835 29%	1027 33%	1278 29%	1345 29%	1263 28%	1074 28%	1311 24%	1402 28%	2155 29%	1336 25%	2131 30%	184 4%	6048 90%	78 8%	174 5%	114 13%
Liberal Democrat	1276 5%	556 4%	720 5%	160 5%	252 6%	222 5%	195 4%	188 5%	256 5%	300 6%	390 5%	219 4%	312 4%	90 2%	139 2%	766 75%	53 1%	27 3%
The UK Independence Party (UKIP)	3285 13%	2020 16%	1265 10%	319 10%	452 10%	553 12%	634 14%	599 15%	723 13%	461 9%	852 12%	921 17%	946 13%	103 2%	61 1%	19 2%	2820 80%	52 6%
Plaid Cymru	54 *	23 *	30 *	13 *	16 *	4 *	4 *	10 *	7 *	16 *	13 *	14 *	9 *	4 *	5 *	-	-	38 4%
The Green Party	455 2%	220 2%	235 2%	48 2%	104 2%	110 2%	76 2%	58 1%	57 1%	111 2%	144 2%	87 2%	95 1%	11 *	48 1%	13 1%	18 1%	307 34%
The British National Party (BNP)	141 1%	97 1%	45 *	20 1%	43 1%	32 1%	24 1%	15 *	7 *	12 *	29 *	60 1%	34 *	1 *	5 *	4 *	16 *	100 11%
Some other party	219 1%	122 1%	97 1%	24 1%	40 1%	54 1%	31 1%	35 1%	35 1%	38 1%	69 1%	42 1%	60 1%	19 *	17 *	9 1%	14 *	101 11%
Would not vote	3291 13%	1635 13%	1655 12%	563 18%	785 18%	619 13%	534 12%	363 9%	425 8%	339 7%	848 11%	786 15%	1132 16%	-	-	-	-	-
Refused	1180 5%	546 4%	634 5%	48 2%	74 2%	159 3%	223 5%	223 6%	435 8%	233 5%	295 4%	171 3%	335 5%	7 *	4 *	3 *	7 *	3 *
Don't know	4188 16%	1692 13%	2495 19%	478 15%	778 18%	777 17%	750 17%	559 14%	826 15%	797 16%	1210 16%	879 16%	1042 15%	282 6%	270 4%	70 7%	237 7%	124 14%

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 5

**Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?**

**Base: All respondents**

	Total	Vote Type							2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem	Con	Lab
Unweighted base	26025	985	379	3642	2483	512	194	524	6451	6494	2176	14006	12019
Weighted base	26025	898	383	3032	3020	587	191	551	5581	5632	2384	13784	12241
Conservative	4635 18%	122 14%	46 12%	2667 88%	69 2%	11 2%	143 75%	25 4%	3100 56%	211 4%	220 9%	2742 20%	1892 15%
Labour	7301 28%	24 3%	263 69%	67 2%	2613 87%	506 86%	14 7%	31 6%	420 8%	3849 68%	662 28%	3827 28%	3474 28%
Liberal Democrat	1276 5%	9 1%	45 12%	54 2%	96 3%	32 6%	12 6%	445 81%	135 2%	118 2%	583 24%	571 4%	705 6%
The UK Independence Party (UKIP)	3285 13%	683 76%	4 1%	69 2%	31 1%	1 *	7 4%	9 2%	816 15%	497 9%	264 11%	1652 12%	1633 13%
Plaid Cymru	54 *	- -	- -	4 *	5 *	2 *	- -	- -	7 *	6 *	5 *	54 *	- -
The Green Party	455 2%	2 *	3 1%	5 *	36 1%	6 1%	2 1%	6 1%	45 1%	69 1%	102 4%	231 2%	224 2%
The British National Party (BNP)	141 1%	* *	- -	- -	4 *	- -	- -	- -	5 *	14 *	4 *	62 *	79 1%
Some other party	219 1%	- -	1 *	12 *	11 *	1 *	1 1%	6 1%	43 1%	33 1%	22 1%	92 1%	127 1%
Would not vote	3291 13%	- -	- -	- -	- -	- -	- -	- -	93 2%	127 2%	59 2%	1622 12%	1669 14%
Refused	1180 5%	3 *	- -	4 *	1 *	- -	- -	3 *	98 2%	79 1%	36 2%	628 5%	552 5%
Don't know	4188 16%	54 6%	20 5%	149 5%	154 5%	26 5%	13 7%	27 5%	818 15%	629 11%	428 18%	2302 17%	1885 15%

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 6

**Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?**

**Base: All respondents expressing an intention to vote (Turnout Weighted)**

**This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote**

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	12768	6084	6685	579	1198	1728	2245	2646	4352	4718	2604	1692	3340	3591	4740	631	2210	430
Weighted base	11915	6140	5775	1032	1677	2027	2188	2085	2888	2640	3489	2294	3094	3083	4390	636	2251	474
Conservative	3385	1735	1651	226	378	523	595	599	1058	943	1042	581	717	2792	65	41	150	26
	28%	28%	29%	22%	23%	26%	27%	29%	37%	36%	30%	25%	23%	91%	1%	6%	7%	5%
Labour	4923	2381	2542	529	768	890	908	815	1008	1038	1452	848	1409	122	4149	51	110	67
	41%	39%	44%	51%	46%	44%	41%	39%	35%	39%	42%	37%	46%	4%	95%	8%	5%	14%
Liberal Democrat	839	361	478	79	145	153	132	138	190	218	255	134	200	65	90	513	34	14
	7%	6%	8%	8%	9%	8%	6%	7%	7%	8%	7%	6%	6%	2%	2%	81%	1%	3%
The UK Independence Party (UKIP)	2231	1385	846	147	266	345	456	456	557	324	570	615	656	78	36	12	1927	35
	19%	23%	15%	14%	16%	17%	21%	22%	19%	12%	16%	27%	21%	3%	1%	2%	86%	7%
Plaid Cymru	33	14	19	7	7	2	3	9	5	12	10	6	4	3	3	-	-	23
	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	-	-	5%
The Green Party	275	125	150	19	65	58	54	36	43	74	90	46	53	8	31	9	8	190
	2%	2%	3%	2%	4%	3%	2%	2%	1%	3%	3%	2%	2%	*	1%	1%	*	40%
The British National Party (BNP)	89	63	25	11	24	22	17	11	4	8	22	34	19	1	4	3	11	60
	1%	1%	*	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	*	1%	*	13%
Some other party	140	77	63	13	24	34	23	22	23	24	46	29	36	13	13	7	11	58
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	*	12%

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 6

**Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?**

**Base: All respondents expressing an intention to vote (Turnout Weighted)**

**This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote**

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Total	Vote Type							2010 Vote			Held By	
		Con defec- tors to UKIP	Con defec- tors to LD/ Lab	Con Loyal- ists	Lab join- ers	LD defec- tors to Lab	LD defec- tors to Con	LD loyal- ists	Con	Lab	LibDem	Con	Lab
Unweighted base	12768	738	259	2855	1369	379	137	389	4271	4398	1288	6840	5929
Weighted base	11915	672	255	2357	1578	422	134	399	3644	3707	1381	6301	5614
Conservative	3385 28%	98 15%	30 12%	2189 93%	37 2%	8 2%	108 81%	17 4%	2514 69%	151 4%	160 12%	1980 31%	1406 25%
Labour	4923 41%	19 3%	187 73%	52 2%	1434 91%	380 90%	10 7%	25 6%	306 8%	3009 81%	497 36%	2571 41%	2352 42%
Liberal Democrat	839 7%	8 1%	34 13%	42 2%	57 4%	25 6%	8 6%	340 85%	102 3%	86 2%	439 32%	358 6%	481 9%
The UK Independence Party (UKIP)	2231 19%	547 81%	2 1%	57 2%	14 1%	1 *	5 4%	7 2%	650 18%	373 10%	194 14%	1119 18%	1112 20%
Plaid Cymru	33 *	- -	- -	3 *	3 *	2 *	- -	- -	5 *	4 *	4 *	33 1%	- -
The Green Party	275 2%	1 *	2 1%	5 *	22 1%	5 1%	1 1%	5 1%	31 1%	47 1%	71 5%	143 2%	132 2%
The British National Party (BNP)	89 1%	* *	- -	- -	3 *	- -	- -	- -	3 *	10 *	3 *	38 1%	50 1%
Some other party	140 1%	- -	1 *	9 *	9 1%	1 *	1 1%	5 1%	31 1%	26 1%	13 1%	60 1%	80 1%

**Conservative/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 18th May 2014**

Col percents

Table 7

**Constituency Voting Intention (Turnout Weighted)**

**This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections**

	<u>Total</u>
Conservative	29%
Labour	41%
Liberal Democrat	8%
UKIP	18%
Other	4%

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 8

**Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	26025	11682	14343	1675	3043	3782	4517	4817	8131	8564	5275	3698	7267	5004	6791	969	3364	785
Weighted base	26025	12732	13293	3087	4435	4596	4542	3880	5425	4951	7405	5348	7100	4451	6707	1023	3540	907
I would not vote Liberal Democrat	14676 56%	7776 61%	6900 52%	1610 52%	2272 51%	2532 55%	2653 58%	2313 60%	3275 60%	2629 53%	4053 55%	3163 59%	4247 60%	2792 63%	4246 63%	-	2773 78%	589 65%
I would not vote UKIP	13656 52%	6485 51%	7171 54%	1663 54%	2415 54%	2521 55%	2328 51%	2011 52%	2696 50%	3099 63%	4047 55%	2476 46%	3451 49%	2960 66%	4926 73%	749 73%	-	581 64%
I would not vote Conservative	12719 49%	6421 50%	6298 47%	1531 50%	2264 51%	2382 52%	2299 51%	1932 50%	2298 42%	2033 41%	3500 47%	2709 51%	3947 56%	-	5154 77%	561 55%	2317 65%	650 72%
I would not vote Labour	9888 38%	5284 42%	4604 35%	918 30%	1455 33%	1716 37%	1760 39%	1610 42%	2411 44%	1842 37%	2753 37%	2246 42%	2651 37%	3079 69%	-	429 42%	2460 70%	476 52%
None of these - I would potentially vote for all of them	2857 11%	1246 10%	1611 12%	446 14%	598 13%	516 11%	440 10%	340 9%	510 9%	452 9%	828 11%	622 12%	741 10%	307 7%	428 6%	83 8%	190 5%	45 5%
I would not vote Plaid Cymru	448 2%	226 2%	222 2%	23 1%	58 1%	70 2%	85 2%	87 2%	124 2%	141 3%	139 2%	65 1%	86 1%	138 3%	125 2%	18 2%	40 1%	6 1%
Don't know	1008 4%	385 3%	623 5%	168 5%	171 4%	147 3%	140 3%	110 3%	259 5%	123 2%	251 3%	201 4%	319 4%	33 1%	60 1%	19 2%	30 1%	7 1%

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 8

**Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?**

**Base: All respondents**

	Total	Vote Type							2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem	Con	Lab
Unweighted base	26025	985	379	3642	2483	512	194	524	6451	6494	2176	14006	12019
Weighted base	26025	898	383	3032	3020	587	191	551	5581	5632	2384	13784	12241
I would not vote Liberal Democrat	14676 56%	765 85%	204 53%	2029 67%	1765 58%	340 58%	68 35%	-	3616 65%	3610 64%	828 35%	7466 54%	7210 59%
I would not vote UKIP	13656 52%	-	266 70%	2028 67%	2139 71%	484 83%	128 67%	433 79%	2855 51%	3566 63%	1463 61%	7100 52%	6555 54%
I would not vote Conservative	12719 49%	365 41%	213 56%	-	2114 70%	493 84%	-	325 59%	785 14%	4175 74%	1439 60%	6295 46%	6424 52%
I would not vote Labour	9888 38%	765 85%	28 7%	2312 76%	-	-	118 62%	261 47%	3679 66%	459 8%	828 35%	5137 37%	4750 39%
None of these - I would potentially vote for all of them	2857 11%	28 3%	35 9%	142 5%	257 9%	18 3%	18 9%	34 6%	406 7%	376 7%	188 8%	1579 11%	1278 10%
I would not vote Plaid Cymru	448 2%	8 1%	8 2%	101 3%	48 2%	6 1%	10 5%	15 3%	143 3%	105 2%	53 2%	448 3%	-
Don't know	1008 4%	3 *	6 2%	20 1%	34 1%	1 *	-	2 *	80 1%	74 1%	33 1%	525 4%	483 4%



## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 9

**Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	
Unweighted base	26025	11682	14343	1675	3043	3782	4517	4817	8131	8564	5275	3698	7267	5004	6791	969	3364	785	
Weighted base	26025	12732	13293	3087	4435	4596	4542	3880	5425	4951	7405	5348	7100	4451	6707	1023	3540	907	
NET: Well	14656 56%	7988 63%	6668 50%	1723 56%	2372 53%	2373 52%	2452 54%	2237 58%	3464 64%	3254 66%	4383 59%	2919 55%	3468 49%	3724 84%	3434 51%	726 71%	1761 50%	407 45%	
Very well	(4) 4%	1105 9%	717 6%	388 3%	94 3%	186 4%	141 3%	173 4%	155 4%	356 7%	224 5%	300 4%	213 4%	302 4%	386 9%	219 3%	39 4%	120 3%	14 2%
Quite well	(3) 52%	13551 52%	7271 57%	6280 47%	1629 53%	2186 49%	2232 49%	2279 50%	2083 54%	3109 57%	3030 61%	4083 55%	2706 51%	3166 45%	3338 75%	3216 48%	687 67%	1641 46%	393 43%
Quite badly	(2) 30%	7920 30%	3261 26%	4659 35%	956 31%	1496 34%	1635 36%	1516 33%	1167 30%	1137 21%	1358 27%	2229 30%	1738 33%	2275 32%	563 13%	2495 37%	242 24%	1267 36%	373 41%
Very badly	(1) 9%	2430 9%	1084 9%	1346 10%	292 9%	440 10%	460 10%	466 10%	353 9%	416 8%	215 4%	563 8%	533 10%	972 14%	88 2%	571 9%	36 4%	405 11%	108 12%
NET: Badly	10350 40%	4345 34%	6005 45%	1248 40%	1935 44%	2095 46%	1981 44%	1520 39%	1554 29%	1573 32%	2793 38%	2271 42%	3247 46%	652 15%	3067 46%	278 27%	1672 47%	481 53%	
Don't know	1019 4%	398 3%	621 5%	117 4%	127 3%	128 3%	109 2%	123 3%	407 8%	125 3%	229 3%	158 3%	384 5%	75 2%	206 3%	18 2%	108 3%	20 2%	
Mean	2.53	2.62	2.45	2.51	2.49	2.46	2.49	2.54	2.68	2.68	2.57	2.50	2.42	2.92	2.47	2.73	2.43	2.35	
Standard deviation	0.73	0.73	0.72	0.71	0.74	0.72	0.73	0.72	0.73	0.63	0.70	0.73	0.79	0.54	0.70	0.59	0.74	0.71	
Standard error	*	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.03	

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 9

**Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?**

**Base: All respondents**

	Total	Vote Type							2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem	Con	Lab
Unweighted base	26025	985	379	3642	2483	512	194	524	6451	6494	2176	14006	12019
Weighted base	26025	898	383	3032	3020	587	191	551	5581	5632	2384	13784	12241
NET: Well	14656	574	217	2640	1581	304	164	417	4256	2870	1457	7780	6876
	56%	64%	57%	87%	52%	52%	86%	76%	76%	51%	61%	56%	56%
Very well	(4) 1105	38	10	291	82	6	11	17	382	218	64	569	536
	4%	4%	3%	10%	3%	1%	6%	3%	7%	4%	3%	4%	4%
Quite well	(3) 13551	536	207	2349	1499	298	152	400	3874	2652	1393	7211	6340
	52%	60%	54%	77%	50%	51%	80%	73%	69%	47%	58%	52%	52%
Quite badly	(2) 7920	240	130	305	1119	225	25	114	980	2003	735	4231	3689
	30%	27%	34%	10%	37%	38%	13%	21%	18%	36%	31%	31%	30%
Very badly	(1) 2430	59	30	37	231	32	1	12	184	552	120	1232	1197
	9%	7%	8%	1%	8%	5%	*	2%	3%	10%	5%	9%	10%
NET: Badly	10350	299	160	342	1350	257	26	126	1164	2555	855	5463	4886
	40%	33%	42%	11%	45%	44%	14%	23%	21%	45%	36%	40%	40%
Don't know	1019	25	6	51	89	26	2	9	160	207	72	541	478
	4%	3%	2%	2%	3%	4%	1%	2%	3%	4%	3%	4%	4%
Mean	2.53	2.63	2.53	2.97	2.49	2.50	2.92	2.78	2.82	2.47	2.61	2.54	2.53
Standard deviation	0.73	0.67	0.68	0.50	0.68	0.62	0.45	0.53	0.60	0.73	0.63	0.72	0.74
Standard error	*	0.02	0.04	0.01	0.01	0.03	0.03	0.02	0.01	0.01	0.01	0.01	0.01

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 10

**Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for you and your family?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	
Unweighted base	26025	11682	14343	1675	3043	3782	4517	4817	8131	8564	5275	3698	7267	5004	6791	969	3364	785	
Weighted base	26025	12732	13293	3087	4435	4596	4542	3880	5425	4951	7405	5348	7100	4451	6707	1023	3540	907	
NET: Well	15267 59%	8136 64%	7131 54%	1998 65%	2684 61%	2468 54%	2443 54%	2210 57%	3433 63%	3465 70%	4528 61%	3118 58%	3515 50%	3724 84%	3707 55%	720 70%	1810 51%	449 49%	
Very well	(4) 5%	1370 7%	862 4%	508 6%	185 6%	257 4%	204 4%	185 4%	165 4%	370 7%	299 6%	396 5%	251 5%	346 5%	399 9%	301 4%	45 4%	148 4%	24 3%
Quite well	(3) 53%	13897 57%	7274 50%	6623 59%	1813 55%	2427 49%	2264 50%	2259 53%	2045 56%	3062 64%	3167 56%	4132 54%	2867 45%	3169 75%	3326 51%	3406 66%	675 47%	1662 47%	425
Quite badly	(2) 29%	7434 25%	3138 32%	4296 25%	779 28%	1260 34%	1559 32%	1466 30%	1176 22%	1179 24%	1171 28%	2090 29%	1564 32%	2271 12%	552 33%	2235 23%	238 35%	1237 37%	338
Very badly	(1) 9%	2317 8%	1060 9%	1257 7%	202 9%	408 9%	435 11%	520 9%	360 7%	387 4%	185 7%	551 10%	517 13%	951 2%	75 9%	579 4%	42 11%	393 11%	101
NET: Badly	9751 37%	4198 33%	5553 42%	981 32%	1668 38%	1994 43%	1985 44%	1536 40%	1566 29%	1356 27%	2641 36%	2081 39%	3222 45%	627 14%	2814 42%	280 27%	1630 46%	440 48%	
Don't know	1007 4%	398 3%	609 5%	108 4%	83 2%	134 3%	113 2%	134 3%	426 8%	131 3%	235 3%	149 3%	363 5%	99 2%	187 3%	23 2%	101 3%	19 2%	
Mean	2.57	2.64	2.50	2.67	2.58	2.50	2.48	2.54	2.68	2.74	2.61	2.55	2.43	2.93	2.53	2.72	2.45	2.42	
Standard deviation	0.73	0.74	0.73	0.69	0.74	0.73	0.75	0.73	0.72	0.63	0.71	0.74	0.79	0.53	0.72	0.61	0.75	0.72	
Standard error	*	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.03	

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 10

**Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for you and your family?**

**Base: All respondents**

	Total	Vote Type							2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem	Con	Lab
Unweighted base	26025	985	379	3642	2483	512	194	524	6451	6494	2176	14006	12019
Weighted base	26025	898	383	3032	3020	587	191	551	5581	5632	2384	13784	12241
NET: Well	15267 59%	563 63%	217 57%	2621 86%	1708 57%	326 56%	163 85%	410 74%	4209 75%	3008 53%	1475 62%	8064 59%	7202 59%
Very well	(4) 1370 5%	38 4%	10 3%	286 9%	122 4%	14 2%	8 4%	19 3%	398 7%	255 5%	74 3%	677 5%	692 6%
Quite well	(3) 13897 53%	524 58%	206 54%	2335 77%	1586 53%	312 53%	155 81%	391 71%	3811 68%	2753 49%	1401 59%	7387 54%	6510 53%
Quite badly	(2) 7434 29%	243 27%	133 35%	314 10%	981 32%	208 35%	26 14%	112 20%	1008 18%	1917 34%	693 29%	3960 29%	3474 28%
Very badly	(1) 2317 9%	65 7%	25 6%	33 1%	258 9%	38 7%	2 1%	19 3%	192 3%	523 9%	147 6%	1224 9%	1093 9%
NET: Badly	9751 37%	309 34%	158 41%	346 11%	1239 41%	247 42%	28 14%	131 24%	1200 21%	2440 43%	840 35%	5184 38%	4568 37%
Don't know	1007 4%	27 3%	8 2%	65 2%	74 2%	14 2%	1 1%	10 2%	172 3%	183 3%	69 3%	536 4%	471 4%
Mean	2.57	2.61	2.54	2.97	2.53	2.53	2.89	2.76	2.82	2.50	2.61	2.57	2.58
Standard deviation	0.73	0.69	0.66	0.50	0.71	0.66	0.45	0.57	0.61	0.73	0.66	0.73	0.74
Standard error	*	0.02	0.03	0.01	0.01	0.03	0.03	0.03	0.01	0.01	0.01	0.01	0.01

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 11

**Q.7 Which of the following statements do you most agree with?****Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	26025	11682	14343	1675	3043	3782	4517	4817	8131	8564	5275	3698	7267	5004	6791	969	3364	785
Weighted base	26025	12732	13293	3087	4435	4596	4542	3880	5425	4951	7405	5348	7100	4451	6707	1023	3540	907
I am satisfied with the job David Cameron is doing overall as Prime Minister	7424 29%	3859 30%	3565 27%	1001 32%	1279 29%	1234 27%	1183 26%	1005 26%	1703 31%	1587 32%	2159 29%	1622 30%	1727 24%	2825 63%	1046 16%	332 32%	624 18%	139 15%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	7244 28%	3523 28%	3721 28%	834 27%	1270 29%	1282 28%	1237 27%	1134 29%	1474 27%	1511 31%	2157 29%	1560 29%	1745 25%	1442 32%	967 14%	401 39%	1588 45%	297 33%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	7674 29%	3748 29%	3925 30%	942 31%	1334 30%	1382 30%	1421 31%	1181 30%	1405 26%	1365 28%	2146 29%	1416 26%	2482 35%	124 3%	4395 66%	231 23%	851 24%	324 36%
Refused	906 3%	431 3%	474 4%	33 1%	66 1%	155 3%	205 5%	166 4%	268 5%	132 3%	221 3%	166 3%	279 4%	8 *	32 *	7 1%	116 3%	30 3%
Don't know	2778 11%	1170 9%	1607 12%	277 9%	486 11%	543 12%	495 11%	393 10%	575 11%	357 7%	722 10%	584 11%	867 12%	52 1%	267 4%	51 5%	361 10%	118 13%

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 11

**Q.7 Which of the following statements do you most agree with?****Base: All respondents**

	Total	Vote Type							2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem	Con	Lab
Unweighted base	26025	985	379	3642	2483	512	194	524	6451	6494	2176	14006	12019
Weighted base	26025	898	383	3032	3020	587	191	551	5581	5632	2384	13784	12241
I am satisfied with the job David Cameron is doing overall as Prime Minister	7424 29%	210 23%	84 22%	2021 67%	575 19%	54 9%	100 52%	170 31%	2782 50%	858 15%	526 22%	4089 30%	3336 27%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	7244 28%	559 62%	86 22%	942 31%	553 18%	81 14%	81 43%	225 41%	2136 38%	933 17%	764 32%	3954 29%	3290 27%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	7674 29%	77 9%	201 53%	47 2%	1740 58%	426 73%	7 4%	127 23%	410 7%	3347 59%	859 36%	3916 28%	3758 31%
Refused	906 3%	17 2%	3 1%	4 *	18 1%	4 1%	1 *	5 1%	55 1%	79 1%	37 2%	437 3%	469 4%
Don't know	2778 11%	35 4%	10 3%	19 1%	134 4%	22 4%	2 1%	24 4%	198 4%	415 7%	198 8%	1389 10%	1388 11%

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 12

**Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	26025	11682	14343	1675	3043	3782	4517	4817	8131	8564	5275	3698	7267	5004	6791	969	3364	785
Weighted base	26025	12732	13293	3087	4435	4596	4542	3880	5425	4951	7405	5348	7100	4451	6707	1023	3540	907
Labour	6583 25%	3228 25%	3355 25%	509 16%	1052 24%	1295 28%	1236 27%	1069 28%	1411 26%	1318 27%	1915 26%	1247 23%	1851 26%	1041 23%	2205 33%	252 25%	815 23%	249 27%
The Conservatives	6249 24%	3102 24%	3147 24%	379 12%	875 20%	1119 24%	1222 27%	1123 29%	1508 28%	1495 30%	1805 24%	1197 22%	1507 21%	1453 33%	1522 23%	261 26%	788 22%	232 26%
The UK Independence Party (UKIP)	4779 18%	2540 20%	2240 17%	391 13%	793 18%	910 20%	885 19%	752 19%	1031 19%	947 19%	1385 19%	972 18%	1302 18%	720 16%	1151 17%	177 17%	1081 31%	167 18%
The Liberal Democrat	2739 11%	1316 10%	1424 11%	183 6%	409 9%	546 12%	532 12%	468 12%	593 11%	576 12%	781 11%	503 9%	745 10%	447 10%	728 11%	215 21%	329 9%	124 14%
Plaid Cymru	39 *	24 *	15 *	9 *	10 *	6 *	4 *	4 *	6 *	11 *	19 *	5 *	3 *	8 *	12 *	- -	2 *	6 1%
None of them	13482 52%	6535 51%	6947 52%	2035 66%	2457 55%	2245 49%	2222 49%	1830 47%	2668 49%	2294 46%	3769 51%	2905 54%	3800 54%	2179 49%	3274 49%	481 47%	1675 47%	436 48%
Don't know	538 2%	194 2%	344 3%	93 3%	111 2%	88 2%	105 2%	55 1%	86 2%	98 2%	138 2%	101 2%	138 2%	78 2%	88 1%	20 2%	32 1%	14 2%

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 12

**Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?**

**Base: All respondents**

	Total	Vote Type							2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem	Con	Lab
Unweighted base	26025	985	379	3642	2483	512	194	524	6451	6494	2176	14006	12019
Weighted base	26025	898	383	3032	3020	587	191	551	5581	5632	2384	13784	12241
Labour	6583 25%	222 25%	86 23%	741 24%	795 26%	165 28%	55 29%	147 27%	1347 24%	1966 35%	675 28%	2145 16%	4439 36%
The Conservatives	6249 24%	250 28%	92 24%	1107 37%	604 20%	174 30%	73 38%	152 28%	1813 32%	1406 25%	711 30%	2560 19%	3689 30%
The UK Independence Party (UKIP)	4779 18%	286 32%	62 16%	535 18%	423 14%	118 20%	40 21%	107 19%	1119 20%	1153 20%	530 22%	1008 7%	3771 31%
The Liberal Democrat	2739 11%	87 10%	35 9%	331 11%	299 10%	85 15%	26 14%	123 22%	572 10%	635 11%	418 18%	555 4%	2184 18%
Plaid Cymru	39 *	1 *	- -	3 *	3 *	- -	1 *	- -	7 *	13 *	3 *	39 *	- -
None of them	13482 52%	376 42%	200 52%	1383 46%	1668 55%	243 41%	72 38%	231 42%	2595 46%	2537 45%	996 42%	8995 65%	4487 37%
Don't know	538 2%	5 1%	4 1%	47 2%	56 2%	11 2%	- -	10 2%	78 1%	51 1%	35 1%	237 2%	301 2%



## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 13

**Q.9 Which of the following would you most like to see as the outcome of the next general election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	26025	11682	14343	1675	3043	3782	4517	4817	8131	8564	5275	3698	7267	5004	6791	969	3364	785
Weighted base	26025	12732	13293	3087	4435	4596	4542	3880	5425	4951	7405	5348	7100	4451	6707	1023	3540	907
A Labour government	9044	4409	4635	1280	1745	1611	1558	1292	1552	1482	2459	1844	2896	104	5342	111	958	301
	35%	35%	35%	41%	39%	35%	34%	33%	29%	30%	33%	34%	41%	2%	80%	11%	27%	33%
A Conservative government	6404	3390	3014	586	836	961	1096	1033	1879	1473	1913	1315	1494	3444	130	74	1070	111
	25%	27%	23%	19%	19%	21%	24%	27%	35%	30%	26%	25%	21%	77%	2%	7%	30%	12%
A coalition between Labour and the Liberal Democrats	2885	1409	1476	413	531	598	514	404	422	640	898	542	721	45	963	380	344	206
	11%	11%	11%	13%	12%	13%	11%	10%	8%	13%	12%	10%	10%	1%	14%	37%	10%	23%
A coalition between the Conservatives and the Liberal Democrats	2780	1359	1420	266	512	510	485	454	543	634	878	574	601	758	121	403	450	129
	11%	11%	11%	9%	12%	11%	11%	12%	10%	13%	12%	11%	8%	17%	2%	39%	13%	14%
Don't know	4912	2164	2748	542	811	916	889	698	1030	722	1258	1073	1389	100	152	55	719	160
	19%	17%	21%	18%	18%	20%	20%	18%	19%	15%	17%	20%	20%	2%	2%	5%	20%	18%

## Conservative/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 18th May 2014

Absolutes/col percents

Table 13

**Q.9 Which of the following would you most like to see as the outcome of the next general election?**

**Base: All respondents**

	Total	Vote Type							2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem	Con	Lab
Unweighted base	26025	985	379	3642	2483	512	194	524	6451	6494	2176	14006	12019
Weighted base	26025	898	383	3032	3020	587	191	551	5581	5632	2384	13784	12241
A Labour government	9044 35%	63 7%	258 67%	35 1%	2229 74%	400 68%	2 1%	41 7%	478 9%	4014 71%	650 27%	4624 34%	4420 36%
A Conservative government	6404 25%	544 61%	17 5%	2495 82%	83 3%	10 2%	114 59%	20 4%	3597 64%	287 5%	265 11%	3630 26%	2774 23%
A coalition between Labour and the Liberal Democrats	2885 11%	35 4%	57 15%	15 1%	534 18%	152 26%	6 3%	201 36%	161 3%	743 13%	627 26%	1506 11%	1379 11%
A coalition between the Conservatives and the Liberal Democrats	2780 11%	115 13%	43 11%	441 15%	83 3%	10 2%	65 34%	261 47%	812 15%	198 4%	533 22%	1467 11%	1313 11%
Don't know	4912 19%	142 16%	8 2%	45 1%	91 3%	16 3%	5 2%	28 5%	532 10%	391 7%	309 13%	2557 19%	2355 19%

**Conservative/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 18th May 2014**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	26025	26025
Weighted base	26025	26025
Male	11682 45%	12732 49%
Female	14343 55%	13293 51%

**Conservative/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 18th May 2014**

Absolutes/col percents

Table 15  
**Into which of the following age groups do you fall?**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	26025	26025
Weighted base	26025	26025
18-24	1675 6%	3087 12%
25-34	3043 12%	4435 17%
35-44	3782 15%	4596 18%
45-54	4517 17%	4542 17%
55-64	4817 19%	3880 15%
65 or older	8131 31%	5425 21%
Refused	60 *	60 *

**Conservative/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 18th May 2014**

Absolutes/col percents

Table 16

**SEG****Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	26025	26025
Weighted base	26025	26025
A	2789 11%	1600 6%
B	5775 22%	3351 13%
C1	5275 20%	7405 28%
C2	3698 14%	5348 21%
D	2547 10%	3035 12%
E	4720 18%	4064 16%
Refused	1221 5%	1221 5%

**Conservative/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 18th May 2014**

Absolutes/col percents

Table 17

**Q.4 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?  
 Could you tell me which party you voted for at the last general election back in May 2010?**

**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	26025	26025
Weighted base	26025	26025
Conservative	6451 25%	5581 21%
Labour	6494 25%	5632 22%
Liberal Democrats	2176 8%	2384 9%
Plaid Cymru	27 *	22 *
Another party	996 4%	1142 4%
Did not vote	7202 28%	8896 34%
Refused	1450 6%	1181 5%
Don't know	1229 5%	1186 5%

**Conservative/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 18th May 2014**

Absolutes/col percents

Table 18  
**Constituency**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	26025	26025
Weighted base	26025	26025
Amber Valley	1000 4%	1031 4%
Birmingham Edgbaston	1000 4%	978 4%
Bolton West	1001 4%	947 4%
Broxtowe	1000 4%	957 4%
Cardiff North	1000 4%	893 3%
Derby North	1000 4%	1048 4%
Dudley North	1000 4%	1047 4%
Great Grimsby	1001 4%	1101 4%
Great Yarmouth	1001 4%	1026 4%
Halifax	1000 4%	1018 4%
Hampstead & Kilburn	1003 4%	918 4%
Hendon	1000 4%	1000 4%
Lancaster & Fleetwood	1002 4%	980 4%
Morecambe & Lunesdale	1000 4%	970 4%
Morley & Outwood	1003 4%	1012 4%
North Warwickshire	1001 4%	978 4%

**Lord Ashcroft**

**Conservative/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 18th May 2014**

Absolutes/col percents

Table 18  
**Constituency**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Weighted base	26025	26025
Sherwood	1000 4%	991 4%
Southampton Itchen	1002 4%	1062 4%
Stockton South	1001 4%	982 4%
Telford	1006 4%	1073 4%
Thanet South	1000 4%	946 4%
Thurrock	1000 4%	1060 4%
Walsall North	1002 4%	1124 4%
Waveney	1001 4%	1008 4%
Wirral South	1001 4%	912 4%
Wolverhampton South West	1000 4%	963 4%



**Conservative/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 18th May 2014**

Absolutes/col percents

Table 19  
**Held by**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	26025	26025
Weighted base	26025	26025
Conservatives	14006 54%	13784 53%
Labour	12019 46%	12241 47%